



DCU BULLETIN

Division of Credit Unions

Washington State Department of Financial Institutions

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America Saves Week

Feb 25 – Mar 2, 2013

The Division of Credit Unions is participating in the 2013 America Saves Week, Feb 25 - Mar 2, and we would like you to join us and the hundreds of organizations nationwide by participating in this annual event.

Although every day is a great day to think about savings, America Saves Week is a national event meant to spotlight the importance of savings by promoting good savings behavior. Each year, hundreds credit unions use America Saves Week to attract new members, offer incentivized accounts to help people save, increase account balances, and to educate individuals on the importance of saving.

Past America Saves Week events hosted by financial institutions include:

- Offering incentives for people to open or add money to their accounts;
- establishing goals for new accounts opened, new deposits, increased balances, new automatic savings sign-ups, new IRAs, new CDs, and other savings and investment opportunities;
- featuring America Saves Week on company websites or adding America Saves Week logo to promotional materials;
- offering savings tips to individuals using pamphlets or email campaigns.

To participate in America Saves Week, or for more information, visit <http://www.americasavesweek.org/employers/82>. Once signed up, your organization's name will be added to the official America Saves Week participant list and you will begin receiving news and updates about America Saves Week.

If you have any questions please contact Linda Jekel, Director, Division of Credit Unions, at linda.jekel@dfi.wa.gov or 360-902-8778.